

Public-Private Partnerships Providing a Park the Community Can Be Proud Of

A New Way to Design, Build, and Manage Community Parks

• *Mira Mesa Community Park* •



Councilmember Carl DeMaio

City of San Diego

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Developing the New Mira Mesa Community Park

The community of Mira Mesa has a long tradition of community pride and civic engagement. The most recent example of this proud tradition is the ongoing plans to redevelop and improve the Mira Mesa Community Park. This park, originally opened in 1977 to serve a Mira Mesa population of 37,500, provides a recreation center (the Gil Johnson Rec. Center) and ball fields.

But over 30 years have passed since the park opened and it now serves a population of over 80,000 residents. It has been a priority of Councilmember Carl DeMaio to move forward on plans to renovate and improve the park, bringing it into the 21st century, and a major step forward in that process is right around the corner.

The Mira Mesa community, in particular the Mira Mesa Recreation Council, Mira Mesa Planning Group, and Mira Mesa Town Council, have worked hard to determine which improvements are most important to the community as park improvement discussions have progressed. Unfortunately, because of funding challenges, progress on the park has currently stalled.

Councilmember DeMaio has made this park project a priority since the people elected him to office, and is proud to announce that the City Council will be voting to initiate negotiations with a project developer this month. If approved by Council, this will be the most significant progress made on this proposal in years.



“Clean, safe, and enjoyable neighborhoods are what truly make San Diego ‘America’s Finest City.’

“Mira Mesa, which I am proud to represent on the City Council as the largest community in my district, has a park which is over 30 years old and in many cases not up to code.

“I am making it a priority to move forward on a new, updated park for this great neighborhood.”

- Carl DeMaio

Park Amenities

The currently proposed amenities for the updated park include:

A state-of-the-art aquatic center

Will feature a large pool able to serve the community for open swim times as well as water polo and swim competition

Children's playground

12,000 square foot skate plaza

8 multi-purpose ball fields

Softball, baseball, football, soccer, etc.

Expanded parking and new traffic calming measures

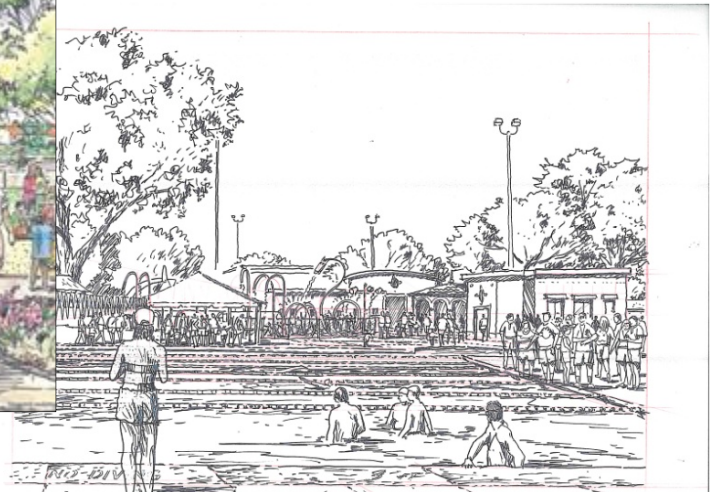
New jogging path

Comfort station

Because the current restroom facilities are located in the Gil Johnson Rec. Center, they are inaccessible during some of the park's peak hours

A new comfort station will provide more adequate restroom amenities for the amount of park use anticipated

Concession facilities



Partnerships with Outside Organizations, Non-Profits, and Others

Private-public partnerships have proven to be a successful and useful tool in other park facilities throughout the City, and should be strongly considered as this project moves forward.

As an example, Frog's Fitness runs a city pool in Carmel Mountain Ranch. The Rancho Family YMCA operates a pool in Rancho Penasquitos as well as gymnastics classes at a city facility.

Councilmember DeMaio's office has been able to secure letters of intent from the Rancho Family YMCA, San Diego United Training Center, and the Mira Mesa Youth Baseball, which states their interest in running recreational programs at the new Mira Mesa Community Park, as well as possibly maintaining some of the facilities there.



This is a concept that Councilmember DeMaio will continue to aggressively pursue to ensure that the residents of Mira Mesa receive the very best in recreational programs with the most cost-efficient savings to the taxpayer.

Development Agreements

A vital key to accomplishing the redevelopment of the Mira Mesa Community Park will be negotiating an agreement between the developer of a nearby proposed project and the City. The Vulcan mining site on Carroll Canyon Road has been proposed to be the future Stone Creek development, which will likely feature housing, shopping, and other mixed-use development. The City's Development Services Department will be asked at City Council to begin a process to negotiate an "extraordinary benefit" from the developer to guarantee their entitlement on this project.

An "extraordinary benefit" is a benefit that the developer will provide to the community above and beyond the normal responsibilities to mitigate a development's impact on the community.

Councilmember DeMaio is hopeful that these negotiations will provide the initial funding required to move this park project forward.



Park Cost

A previous estimate of the park's cost placed the total at approximately \$25.7 million. While this is a significant amount, Councilmember DeMaio believes this project is do-able with the Vulcan development agreement, FBA funding available from the nearby Casa Mira View housing project, as well as private funding and private-public partnerships. With the right leadership, community involvement, public-private partnerships, and commitment from City leaders to get it done, this project can become a reality.

One other possibility for funding could be naming rights for amenities at the park, such as the pool or rec. center. This is something that the community may want to consider as another source of funding.



Councilmember DeMaio will do everything he can to secure as many funding sources as possible and make this great project a reality for the people of Mira Mesa.

The table below displays the anticipated cost and schedule for the park, as identified by the Planning Department:

Phase	Fiscal Year	Amount
Phase 1	FY 2013	\$9.4 million
Phase 2	FY 2015	\$9.75 million
Phase 3	FY 2016	\$6.61 million
	Total	\$25.76 million

Carl DeMaio has proposed a financing plan for the park which will include funding from the Vulcan development agreement and other sources, beginning with the following:

Funding Source	Amount
Phase 1A Casa Mira View	\$4.4 million
Phase 1B Casa Mira View	\$4 million +
Phase 1C Casa Mira View	TBD
Phase 1D Casa Mira View	TBD
Facilities Benefit Assessment District	\$1.1 million
Vulcan Development	TBD

Additionally, DeMaio will aggressively pursue public-private partnerships to provide ongoing maintenance funding for the park.

Next Steps

Councilmember Carl DeMaio will move forward with the following action items to make this park a reality.

1. Secure additional letters of intent from non-profits and service organizations.
 - a. Councilmember DeMaio's office has currently secured three letters of intent from non-profits and service organizations. These groups are hopeful that recreation programs can be provided and facilities can be maintained through public-private partnerships.
 - b. The Councilmember will also be requesting these organizations consider providing ongoing maintenance of the facilities that they utilize in their programs, including negotiating long-term leases.
2. Negotiating the Development Agreement with Vulcan.
 - a. DeMaio will do everything possible to ensure that negotiations between the City of San Diego and Vulcan continue to move forward and provide the greatest benefit possible to the community of Mira Mesa.

